SHAW ACADEMY

NOTES

Diploma in Blogging & Content Marketing

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Lesson 3 – The Importance Of SEO

Opening

In lesson 3, we introduce what Search Engine Optimisation is and discuss why blogging is an activity that can significantly impact the optimisation of a website.

Body of the Lesson

The core of this lesson is to fully understand what SEO is and what the main factors are that impact the optimisation of your content.

Definition:

SEO - **SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.**

The main factors that have an impact on your webpage's organic position on the search results page as continue to change as Google's algorithm. The metadata of your website basically describes the data that makes up your website in a more structured way. It tries to simplify it. For example, if you have an image on your blog post the metadata might include the size of the image, the resolution, the colour depth and more. It summarises this data so that search engines can easily index the content of your site.

Google are always looking to provide the most relevant results to its users so it highly values fresh content. Blogging gives you the opportunity to create this fresh content regularly. We looked at the different types of media that can help you create better original content. Visual asset like photos and images are still very useful for social media, video content and particularly vlogs have seen massive growth and continue to see huge engagement. Podcasts are audio files that people can download or stream online. It is a different and potentially new way to create a deeper relationship with your audience.

We went into how to best technically manage your keywords. It is important to try to understand as much as you can about the how to be as efficient as possible while trying to optimise your own content. Your keywords should be located in certain areas within your metadata, specifically – meta title, meta description, in your h-tags and you can optimise your images with alt tags as well. This emphasis on trying to optimise your content will help you to target a larger audience based on their search queries.

There are many things to be conscious of when trying to find the right keywords like by being aware of the fact that simply going after the terms with the highest search volume always the best indicator. Be aware of the user's intent when choosing the terms, and also that this should be something that is a long term investment. The return is a long term one so take some time to do this the right way.

Upcoming in Lesson 4

In Lesson 4, we look into the world of vlogging as it has seen tremendous growth over the past few years. Developing your brand and the relationship with your audience is breaking new ground with this format and there is a lot of potential as a blogger to engage in this type of video content.

Additional Notes

Thank You

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